



MARIANAS VISITORS AUTHORITY
News Release

Tourism is Everybody's Business!

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NMI TO GAIN \$45M IN RUSSIAN AD EXPOSURE

Saipan, Northern Mariana Islands (NMI) – The Marianas Visitors Authority (MVA) reports the Northern Mariana Islands are set to gain \$45-million in advertising exposure over the next year from the recent visit of Russian TV channel “My Planet.”

“My Planet” is the first 24-hour TV channel devoted to tourism and travel and has more than 15 million viewers. It will premiere two, 26-minute documentaries about the Northern Marianas, with a minimum of 15 rebroadcasts over a three week period and continuing broadcast for a whole year. The documentary will also be featured on “Russia 24,” a 24-hour Russian information channel covering current world events and reaching 80 million TV viewers. The national TV channel “Russia 2” will feature the documentaries on weekdays, reaching 100 million viewers in 80 regions of the Russian Federation. Finally, 2-3 minute episodes will be featured on the State Federal TV Company “Russia 1” with more than 250-million viewers.

“Thanks to the Marianas Visitors Authority’s (MVA) strategic partnerships with Russian travel industry partners, we continue to see a steady increase in the number of arrivals from Russia,” said MVA Marketing Manager Bruce Bateman. “As Russians generally stay longer and spend more than visitors from other markets, this tremendous advertising exposure is very

exciting for Northern Marianas tourism.”

The group took tours of the three islands of Saipan, Tinian, and Rota. The media FAM (familiarization) group paid particular attention to island delicacies, including locally grown produce, “donne sali” hot pepper, fruit salad, shrimp “kelaguen” and “apigigi.” The group also went spearfishing, trolling, bottom fishing, shrimp fishing, and on a jungle tour. They also visited Pacific Islands Club Saipan, Mariana Resort & Spa, Tinian Dynasty Hotel & Casino, 360 Revolving Restaurant, Shenanigan’s and SandCastle Saipan.

As of August 2013, the islands had received 10,476 visitors from Russia for the fiscal year, a 94 percent increase over the same period the previous fiscal year.



Media representatives of “My Planet,” Russia’s first 24-hour TV channel devoted to tourism and travel filmed in the Northern Mariana Islands in September 2013 for two documentaries that are expected to bring the islands of Saipan, Tinian and Rota \$45-million in advertising exposure over the next year.

The Northern Mariana Islands of Saipan, Tinian, and Rota are a chain of idyllic islands in the West Pacific, offering a friendly, fun and exciting vacation in paradise. They are an excellent destination for families, adventure and sports-minded travelers, as well as business people looking for a tropical haven. Adventurous travelers from Asia, Australia, Europe and elsewhere looking for new travel discoveries will find them in the Mariana Islands, just three hours travel from most cities in Japan, and four from Asia and Australia. The Northern Marianas are served from Tokyo and Osaka in Japan by Delta and Asiana Airlines. From Korea, Asiana provides direct flights from Seoul and Busan. China is served from Beijing, Shanghai and Guangzhou. Russia is served via Vladivostok and Khabarovsk. United Airlines has daily flight connections from nine cities in Japan to Saipan via Guam. United States mainland connections can be made by United Airlines to Saipan via Guam, and Delta Airlines from the west coast to Saipan via Narita. For more information visit www.mymarianas.com.

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